



Media and Social Media Guidance Note

ABOUT INTERNATIONAL DAY

The General Assembly, in its resolution 72/165 (2017), established 21 August as the International Day of Remembrance of and Tribute to the Victims of Terrorism in order to honor and support the victims and survivors of terrorism and to promote and protect the full enjoyment of their human rights and fundamental freedoms.

KEY MESSAGES ON CONNECTIONS

CONNECTION

is intrinsic to human nature, creating a bond among people and giving them a sense of belonging to each other and to the community. This is particularly true for victims of terrorism. Connections allows victims to feel heard, reduces isolation, increases the sense of hope, facilitates the healing process and helps people see the future in a positive way.

INTERACTION AND PEER SUPPORT

brings people together so that victims of terrorism can share their experiences and good practices and develop a common bond. By participating in peer support groups, victims are able to better cope with their trauma and the loss of loved ones.

COVID-19 IMPACTED VICTIMS'

ability to heal through social connectedness, peer support and the togetherness that comes from attending in-person memorial events. The pandemic has also had an impact on the availability of much needed support services, however, victims have found creative ways to stay connected online.

THE UNITED NATIONS

plays a crucial role in connecting stakeholders, bringing Member States, civil society and victims together to facilitate dialogue, cooperation and partnerships at all levels with victims at the centre.

SPREAD THE WORD

Please tag @UN_OCT



PARFAIT, CAMEROON

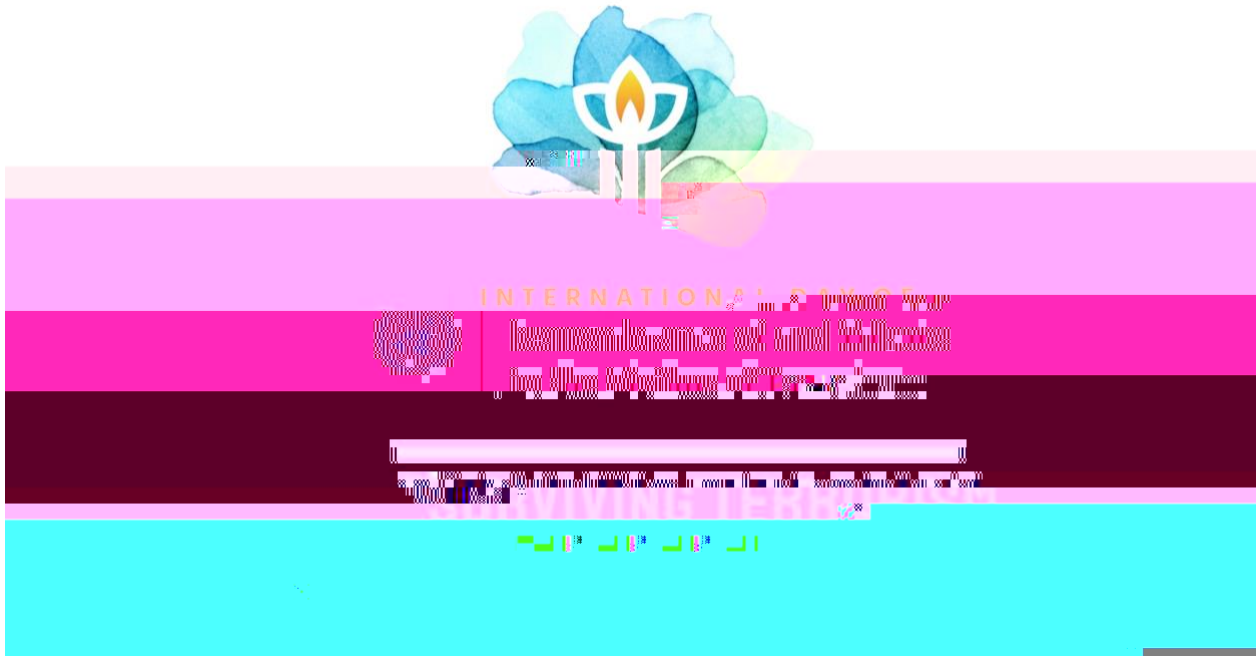
Meet Parfait, a survivor of a Boko Haram terrorist attack who also lost three of his colleagues in 2014. He highlights how victims are connected through their common stories.

SUSHEEL, CANADA



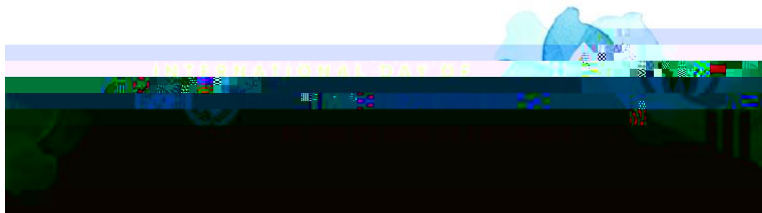
VISUAL IDENTITY

Main logo with 2021 theme:



Main logo:

Horizontal



Vertical



PROGRAMME

An online high-level event entitled 'Surviving Terrorism: The Power of Connections'

ORGANISER INFORMATION



- Office website: www.un.org/counterterrorism
- International Day of Remembrance of and Tribute to the Victims of Terrorism:
www.un.org/counterterrorism/2021-terrorism-victims-day

ANY QUESTIONS?

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UN Victims of Terrorism Support Portal
www.un.org/victimsofterrorism/en

Thank you for standing in solidarity with victims of terrorism